

Friday a Day of Rare Savings in Our MILLION DOLLAR SALE

Toilet Goods, Notions, Art Needlework, Jewelry, Stationery, Greatly Reduced

Friday's offerings in the Million Dollar sale will make a strong appeal to women everywhere, for here are the most wanted daily necessities at powerful price reductions. Every item of the thousands entering this sale is standard quality Goldsmith merchandise and every item is reduced in price, some as much as one-half. Owing to the extremely low prices we are obliged to limit quantities sold to each person and no telephone, mail or C. O. D. orders can be filled.

Women's \$2.50
Silk Hose
at a pair—
\$1.39

Women's pure thread silk hose in plain and lace front of feet, full fashioned and machine-knitted styles, white, black and colors, "seconds" of hose worth up to \$2.50 a pair, out for this sale \$1.39 a pair.

A DELAYED SHIPMENT of women's full fashioned silk hose and Paris clock hose, they are high grade hose with double silk and lace garter, some double heels and toes, our regular \$2.50 hose, in this sale, Friday, \$1.49 a pair.

\$1.75 White Satin Ribbon at \$1.49

7-inch white satin each ribbon, good heavy quality of all silk thread, the regular \$1.75 kind, for the Friday and Saturday Million Dollar Sale, \$1.49 a yard.

"DEARIE DOLLIE" HAIR BOWS, of pretty ribbon, 1 1/2 yards to the bow, all that ready to wear, priced for this sale, 80c.

"DEARIE DOLLIE" SASH AND HAIR SETS, of beautiful colored ribbons, blue, pink, maize, old rose, and white, set complete, \$2.25.

SPECIAL SALE OF RIBBONS for men's neckties, wonderful patterns and rich colorings, ribbons worth up to \$2.50 a yard, marked for this sale at one-fourth off regular prices.

Amazing Reductions in Toilet Goods and Notions

Hundreds of Items of Standard Merchandise in the Sale Below Wholesale Cost



- 50c Pebecco Tooth Paste 35c
- 25c Jergens' Talcum Powder 15c
- 30c Kalynas Tooth Paste 19c
- 25c Bottle Listerine 19c
- 30c Bottle Odorona 23c
- 50c Peppermint Tooth Paste 29c
- \$1.00 Bottle Mavis Toilet Water 79c
- 75c Box Hospital Absorbent Cotton 49c
- 50c Bottle Hinds Honey and Almond Cream 35c
- 10c Cake Crema Oil Soap 7c
- 60c Palmolive Shampoo 39c
- 35c Aubrey Sisters Tint 29c
- \$1.00 Pinud Lila Vegetal 89c

- 25c Can Moon Kiss Talcum Powder 19c
- 75c Bath Caps 49c
- 39c Bottle Coconut Oil Shampoo 29c
- 50c Non-Spi. for 39c
- 10c Pound Can Violet Talcum Powder 8c
- 19c Nail Brushes 15c
- \$1.00 Hairbrushes for 79c
- 50c Combs for 39c

- \$1.25 Bath Brushes for 98c
- 50c Size Bonito Face Powder 33c
- 35c Mary Fuller Nail Polish 29c
- 15c Box Lux for fine washing 9c
- 10c Box Rins for the family wash 8c
- 10c Cake Palmolive Toilet Soap 7c
- 10c Bottle Peroxide 8c
- 50c Cake Sempere Glo-vine complexion cake 39c
- 25c Ponds Vanishing Cream 19c

- 50c Box Palmolive Face Powder 39c
- 50c Ponds Cold Cream 39c
- 75c Melba "Lav' Me" Face Powder 63c
- 25c Spira Powder for perspiration 15c
- 25c Bonito Rouge 19c
- 10c Velour Powder 7c
- 25c Nail Files 19c

- Snap Fasteners, white or black; all sizes; 12 for 2c
- Bias folds, best quality; up to size 4; value to 30c; a piece 19c
- Silk hat wire, white or black; per bolt 4c
- Thimbles of good quality; all sizes each 3c
- Solid steel scissors; good cutting edge; \$1.00 value 69c
- "My Man" collar bands for men's shirts; all sizes; special 12c
- Best quality machine belts 29c

- Hair pins; assorted sizes in cabinet 8c
- Bronze hair pins; assorted sizes in cabinet 8c
- "Gibraltar" hair pins; assorted sizes in cabinet 12c
- Spool cotton; black only; per spool 2c
- Gold plated collar buttons; each 1c
- Black garter elastic; 1-inch width; a yard 10c
- Odd lots needles; a paper 2c
- Shoe trees; special, a pair 7c

- "Duplex" safety pins; a card 8c
- Assorted size safety pins; card 4c
- Gold hair pins; assorted sizes in box; special 29c
- Good quality hat elastic; white only; a yard 4c
- Good quality dress pins; full 400 count; per paper 4c
- "Warren's" boned belting; white only; up to size 3; a yard 19c
- "Perfection" skeleton waists; sizes up to 14 years; special 59c
- "Fashionette" hair nets; cap shape; all shades except white and gray; each 12c
- Sanitary napkins; 3 in box 19c
- Sanitary aprons; best quality; special 49c

\$10.00 to \$15.00
Silk Bags
On Sale Friday
at **\$5**

Final clearance of our entire line of handsome silk bags that formerly sold at \$10.00, \$12.50, and \$15.00, Friday, at \$5.00 each.

These are made of the very best qualities fine noble silk in black, navy, and taupe, with metal, shell, and covered frames; all splendidly made and simply wonderful values at the regular prices; offered in the Buyers and Managers Million Dollar Sale, Friday, at \$5.00 each.

BEAUTIFUL BEADED BAGS with fringed bottom; lined with good quality silk and fitted with purse and mirror; formerly sold at \$18.75, priced for Friday's special selling at \$10.95.

Other Friday Specials

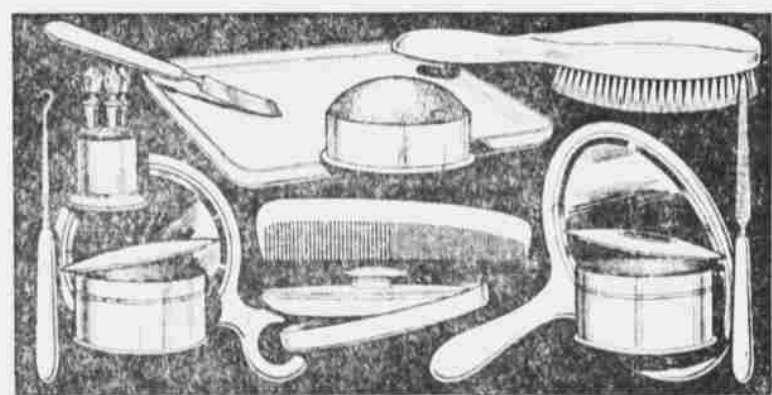
"SHETLAND" SPORT VEILS to wear with summer sport hats; they come in a good range of colorings and designs; formerly sold at \$4.00, \$4.50, and \$5.00, on sale Friday at \$2.95.

WOMEN'S NECKWEAR, consisting of oramide collars, vestees, and collar and cuff sets; very attractive styles; regularly sold at \$3.00 and \$6.00, on sale Friday at \$2.95.

CHILDREN'S SILK PARASOLS in ruffled or Japanese effects; plain and fancy materials; in assorted colorings; 12, 14, and 16-inch sizes; reduced for Friday's selling, one-third less than regular selling prices.

WOMEN'S PURE LINEN HANDKERCHIEFS in handsome sports designs with hemstitched hems and embroidered corners; regular 50c value, on sale Friday at 35c each.

A Chance to Complete Your Set of Ivory Ware



Choice of a Big Assortment of
Ivory Toilet Ware —
Up to \$3 Values **\$1.50**

About five hundred pieces consisting of powder boxes, hair receivers, combs, brushes, mirrors, soap boxes, nail buffers, trays, manicure sets, perfume bottles, etc.; made of good grained ivory, values up to \$3.00, offered for this special sale at \$1.50 each.

Fishson Jewelry 1/4 Off

Bar pins, brooches, rings, bracelets, sash pins, etc.; beautiful and inexpensive pieces—exact copies of famous diamond and platinum jewelry.

- \$15.00 "Fishson" Jewelry at \$11.25
- \$12.50 "Fishson" Jewelry at \$9.38
- \$10.00 "Fishson" Jewelry at \$7.50
- \$7.50 "Fishson" Jewelry at \$5.63
- \$5.00 "Fishson" Jewelry at \$3.75
- \$3.00 "Fishson" Jewelry at \$2.25
- \$2.50 "Fishson" Jewelry at \$1.88

WAYNE CEDARED PAPER WARDROBES

At Special Prices Friday



The quiet way to store your winter clothes, furs, coats, etc., is to keep your winter clothes with "Wayne" cedared paper wardrobes.

"Wayne" cedared paper wardrobes keep the clothes free from moths, dust and wrinkles, and are so much more practical than bothering with moth balls.

For Friday's special selling we offer choice of four different sizes "Wayne" cedared paper wardrobes at very special prices:

- Size 2 in 40-inch length, at \$1.00;
- Size 3 in 45-inch length, at \$1.25;
- Size 4 in 50-inch length, at \$1.50;
- Size 5 in 55-inch length, at \$1.75.

(Main Floor.)

ROYAL SOCIETY EMBROIDERY PACKAGE OUTFITS At One-Third Off

of the Regular Marked Selling Prices

About five hundred "Royal Society" needlework packages, complete with thread and instruction sheet, and marked for this one day sale only at one-third less than regular prices.

Included are—infants' dresses, children's dresses, teddy bears, dressing gowns, pillows, gowns, scarfs, centerpieces, etc.; all marked at one-third off regular prices.

- \$3.00 "Royal Society" packages at \$2.00;
- \$2.00 "Royal Society" packages at \$1.33;
- \$1.50 "Royal Society" packages at \$1.00;
- \$1.00 "Royal Society" packages at 67c;
- 75c "Royal Society" packages at 50c;
- 50c "Royal Society" packages at 34c;
- 25c "Royal Society" packages at 17c.

TEDDY BEARS, all made of fine quality nainsook; hemstitched and stamped for embroidery; regular \$2.25 value at \$1.50.

LARGE TOWELS, of best quality huck, stamped for embroidery; regular \$3.00 value at \$2.00.

CHILDREN'S DRESSES, all made of pique and chambray, stamped for embroidery; sizes 4 to 12 years; up to \$2.00 values at \$1.33.

DRESSER SCARVES, of best quality white linen, printed for embroidery and stamped for embroidery; size 20x45 inches; regular \$1.00 value, this sale 75c.

27-INCH CENTERPIECES, stamped on best quality nainsook, printed for embroidery; regular \$3.00 value at \$2.00.

GUEST TOWELS, stamped on best quality huck, stamped in "Royal Society" designs for embroidery; 33c values at 25c.

COUCH COVERS, all sizes, white or ecru, 13c value, 10c.

NIGHTGOWNS, stamped of fine quality pink nainsook in neat designs for embroidery; regular \$1.65 value, on sale at \$1.10.

TEDDY BEARS, all made of pink nainsook; hemstitched and stamped for embroidery; regular \$2.25 value; special, \$1.70.

CHILD'S DRESSES, all made of fine quality voile in pink, blue or tan; stamped in neat designs for embroidery; regular \$1.75 value for \$1.25.

PILLOW CASES, of best quality tubing; printed for embroidery and stamped for embroidery; our regular \$2.00 value for \$1.30.

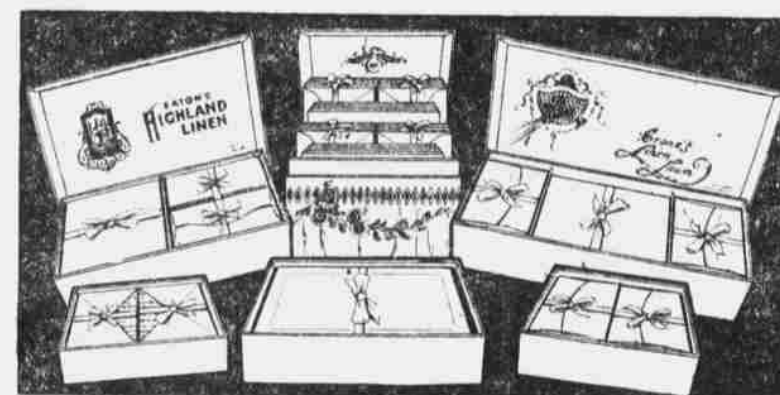
PILLOW CASES, stamped for embroidery on good quality tubing; our regular \$2.00 value, for this sale, \$1.70.

NIGHTGOWNS, all made of fine French nainsook; hemstitched and stamped for embroidery in neat designs; regular \$2.50 value, for this sale \$2.10.

CHILDREN'S DRESSES, all made of fine sheer quality batiste, dotted Swiss, pique, etc.; hemstitched and tucked; stamped for embroidery in dainty designs; up to \$2.50 values \$1.49.

THE BEST PLACE TO SHOP, AFTER ALL
Goldsmith's
MEMPHIS' GREATEST STORE

Great Once-a-Year Sale of Drummers' Samples



Eaton, Crane and Pike Fine Box Stationery at Exactly 1/2 Price

A once-a-year sale of high-grade stationery that brings most remarkable values to the people of this city—drummers' samples of such choice stationery as—"Eaton's," "Crane's" and "Pike's"—the finest writing papers on the market, marked for this special day of the Million Dollar sale at just one-half regular selling prices.

Buy enough to last for months, for this is a very rare opportunity—paper and correspondence cards with envelopes to match in all new styles in white and wanted tints; without question one of the greatest offerings ever made—one-half regular prices.

- 50c Box Eaton, Crane and Pike Stationery at 25c
- \$1.00 Box Eaton, Crane and Pike Stationery at 50c
- \$1.50 Box Eaton, Crane and Pike Stationery at 75c
- \$2.00 Box Eaton, Crane and Pike Stationery at \$1.00
- \$3.00 Box Eaton, Crane and Pike Stationery at \$1.50
- \$5.00 Box Eaton, Crane and Pike Stationery at \$2.50
- \$7.50 Box Eaton, Crane and Pike Stationery at \$3.75
- \$10.00 Box Eaton, Crane and Pike Stationery at \$5.00
- \$15.00 Box Eaton, Crane and Pike Stationery at \$7.50
- \$20.00 Box Eaton, Crane and Pike Stationery at \$10.00